



**Medicaid and PeachCare for Kids:  
Customer Service Satisfaction Survey - Members  
Fall 2004**

**Prepared for Affiliated Computer Services, Inc.**

**Prepared by the Georgia Health Policy Center  
At Georgia State University**

**Glenn M. Landers, MBA, MHA  
And  
Mei Zhou, MS, MA**



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## EXECUTIVE SUMMARY

The Georgia Department of Community Health contracted with Affiliated Computer Systems, Inc. (ACS) to provide claims administration for Georgia's Medicaid and PeachCare for Kids insurance programs beginning April 1, 2003. ACS contracted with the Georgia Health Policy Center (GHPC) at Georgia State University to conduct semi-annual member surveys to assess member satisfaction with ACS's claims administration and customer service. The baseline survey was conducted in March 2003, before ACS assumed responsibility for claims administration. This report presents results of 1,501 randomly selected members who contacted customer service between April and September 2004. The survey was conducted between October 18 and November 10, 2004 via telephone interviews.

A comparison of fall 2004 results with spring 2004 results suggests that satisfaction with customer service has declined on the majority of survey questions.

- There was a significant decrease in overall customer service satisfaction:
  - Although the satisfaction of Medicaid adults, Medicaid children, and PeachCare recipients all declined, the significance of the decline was driven by a decline in PeachCare member satisfaction.
- Satisfaction with the automated phone system's ease of use and the information it provided declined significantly from the spring 2004 survey. Medicaid adults' satisfaction with the sufficiency of information provided by the automated phone system, while reduced from spring 2004, was the only decline that was not significant across both questions for all members.
- Although satisfaction significantly declined from spring 2004, members were most satisfied with:
  - Courtesy of the customer service representatives, and
  - The sufficiency of the information received from customer service representatives.
- Members were least satisfied with:
  - The ease of using the automated phone system.
  - How quickly a customer service representative came on the line.
- Parents and guardians of children in PeachCare and Medicaid continue to value the informational mailings and reminders, with 83 percent reporting the mailings and reminders are very helpful or helpful and 57 percent saying they scheduled an appointment for their child as a result of the reminder.

- Interest in the GHP website continues to be high, and more members (19 percent) used the website than in spring 2004.
- Lack of access to the internet remains the greatest barrier to using the GHP website followed by a preference for speaking with a customer service representative.

It should be noted that because this survey period covers a six-month period from April to September 2004, significant programmatic changes that took place on July 1, 2004 might be indirectly reflected in members' responses to the current survey.

It should also be noted that while there may have been statistically significant declines across many survey questions, satisfaction still remains high along many dimensions. For example, 83 percent of members felt they always or often received the information they needed from customer service representatives. Ninety percent felt that customer service representatives were always or often courteous. Sixty-five percent felt the overall customer service experience was excellent or above average.

## **BACKGROUND**

Affiliated Computer Systems, Inc. (ACS) began providing claims administration for Georgia's Medicaid and PeachCare for Kids health insurance programs on April 1, 2003. In the interest of ongoing quality improvement and to meet the requirements of its contract with DCH, ACS contracted with the Georgia Health Policy Center (GHPC) at Georgia State University to conduct semi-annual member surveys to assess member satisfaction with ACS's claims administration and customer service. The GHPC conducted a baseline survey in March 2003 to determine members' satisfaction with the customer service provided by the previous claims administrator, Electronic Data Systems Corporation (EDS). This report details the results of the third survey conducted since ACS assumed the responsibility for claims administration.

## **METHODOLOGY**

### **Sample**

The GHPC randomly selected adult Medicaid members, guardians of PeachCare members, and guardians of child Medicaid members from a master list of eligible individuals provided by ACS. Individuals had to be continuously enrolled from April through September 2004 and must have called customer service during that timeframe in order to be included in the master list. Medicaid recipients who resided in a nursing home during the period were excluded from the sample. The random sample of members was then forwarded to Pegus, Inc. for survey fielding.

### **Survey Instrument**

The member survey measures members' reports of their experiences with customer service during a six-month period (April - September 2004) through 24 close-ended questions<sup>1</sup> addressing the following subjects:

- 1) Customer service center experience,
- 2) Georgia Health Partnership website,
- 3) Informational and reminder brochures<sup>2</sup>, and
- 4) Demographic information.

In addition to multiple-choice questions, the survey employed several five-point Likert-scaled questions. The complete surveys are included in Appendices A and B<sup>3</sup> and are the same surveys used during the spring 2004 survey period.

### **Data Collection**

Pegus, Inc. was subcontracted to conduct a telephone survey of a stratified random sample of Medicaid and PeachCare for Kids members (or their legal guardians) who called customer service between April 2004 and September 2004. The surveys were conducted in both English and Spanish, and 10,541 calls resulted in 1,501 completions - a 14 percent response rate that matches the spring 2004 response rate. Of the 1,501 completed responses, 91 were completed in Spanish. Only 212

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<sup>1</sup> The survey for adult Medicaid members included only 19 questions; 5 questions regarding informational mailings and children's services were not relevant for this population.

<sup>2</sup> PeachCare and Medicaid children only.

<sup>3</sup> Medicaid children's version is the same as the PeachCare version.

individuals refused to complete the survey or hung up on the interviewer, and 402 stated that they had not called customer service in the past six months.

## Analysis

Raw survey data were returned to the GHPC in Microsoft Excel format for analysis and reporting. Analyses of survey responses were conducted using the Wilcoxon Rank Sum Test. Significance levels, where indicated, are at the .05 level.

## PROFILE OF RESPONDENTS

Adult Medicaid recipients, guardians of child Medicaid recipients, and guardians of PeachCare for Kids recipients participated in the survey. The figure below compares the respondents' demographic profiles. In general, PeachCare guardians were more educated than other respondents.<sup>4</sup> Education and age distribution of respondents did not vary significantly from the spring 2004 survey except for more Medicaid adults having post-high school education or training.

**Figure 1: Demographic Characteristics of Fall 2004 Survey Respondents**

	All Member Types		Medicaid Adult		Medicaid Child		PeachCare	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>Education</b>								
Less than high school	404	27	178	37	141	28	85	17
High School Diploma or GED	546	37	174	36	202	41	170	35
Post high school, technical training, or some college	410	28	117	24	115	23	178	36
Bachelors degree or higher	114	8	14	4	39	8	57	12
<b>Age</b>								
18 to 25	252	17	86	18	108	22	58	12
26 to 40	688	47	123	25	276	56	289	59
41 to 65	480	32	234	48	108	22	138	28
Over 65	57	4	47	10	5	1	5	1

<sup>4</sup> Percentages may not add to 100 percent due to rounding.



## RESULTS

### Summary of Findings

The results of the fall 2004 member survey reflect member satisfaction with ACS customer service during the six-month period from April to September 2004. Comparison of these results with the spring 2004 results suggests that satisfaction with customer service has declined on the majority of survey questions.

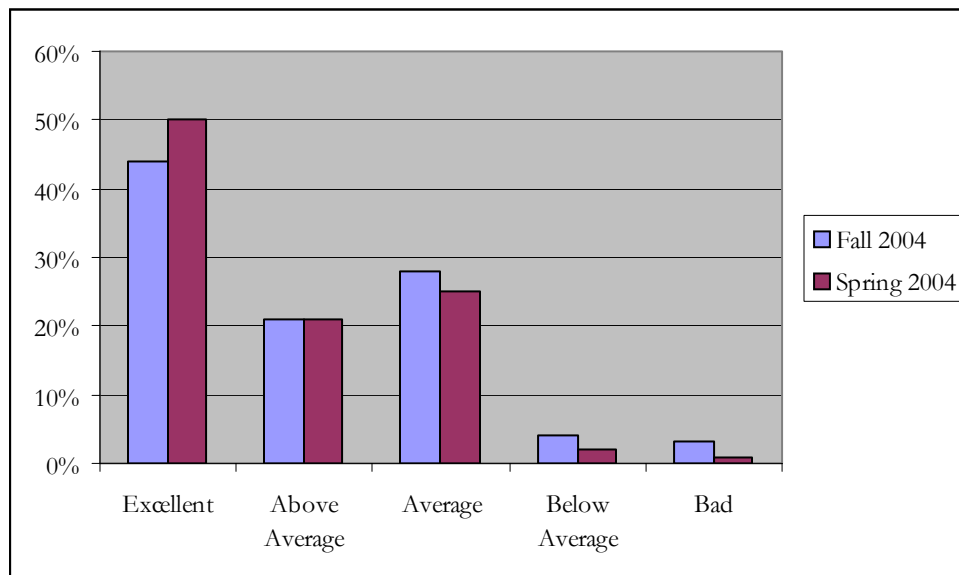
- There was a significant decrease in customer service satisfaction overall:
  - Although the satisfaction of Medicaid adults, Medicaid children, and PeachCare recipients all declined, the significance of the decline was driven by the decline in PeachCare satisfaction.
- Satisfaction with the automated phone system's ease of use and the information it provided declined significantly from the spring 2004 survey. Medicaid adults' satisfaction with the sufficiency of information provided by the automated phone system, while reduced from spring 2004, was the only decline that was not significant across both questions for all members.
- Although satisfaction significantly declined from spring 2003, members were most satisfied with:
  - Courtesy of the customer service representatives, and
  - The sufficiency of the information received from customer service representatives.
- Members were least satisfied with:
  - The ease of using the automated phone system.
  - How quickly a customer service representative came on the line.
- Parents and guardians of children in PeachCare and Medicaid continue to value the informational mailings and reminders, with 83 percent reporting the mailings and reminders are very helpful or helpful and 57 percent saying they scheduled an appointment for their child as a result of the reminder.
- Interest in the GHP website continues to be high, and more members (19 percent) used the website than in spring 2004.
- Lack of access to the internet remains the greatest barrier to using the GHP website followed by a preference for speaking with a customer service representative.

## SECTION ONE: CUSTOMER SERVICE CENTER EXPERIENCE

*Combined, overall member satisfaction with customer service declined from spring 2003, driven by a significant decrease in PeachCare overall satisfaction.*

- Sixty-five percent of members said that the customer service they received overall was “excellent” or “above average”, a significant decrease from the spring 2004 measure of 71 percent (Figure 2).
- Twenty-eight percent described customer service as “average”.
- Seven percent rated it “below average” or “bad”.
- While overall satisfaction decreased across all member types, the only significant decrease was with PeachCare members.

**Figure 2**  
**Overall Member Satisfaction with Customer Service**  
**Spring 2004 – Fall 2004**



### Automated Phone System

*There was a significant decrease in members' satisfaction with the automated phone system's ease of use and the information received from the system.*

Ease of use:

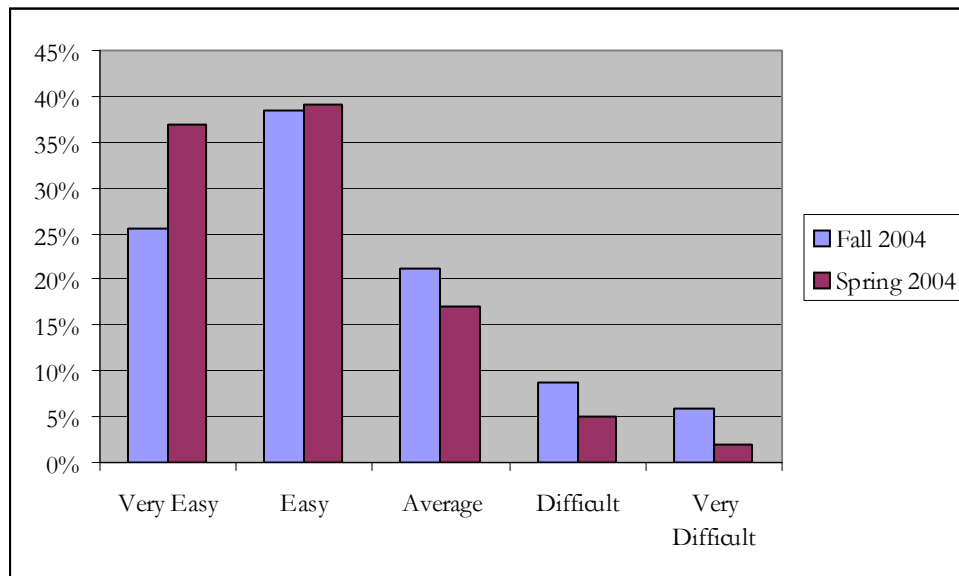
- Sixty-four percent of members reported that the automated system was “very easy” or “easy” to use compared with 76 percent who felt the same way in the spring 2004 survey (Figure 3).
- Twenty-one percent considered the ease of use as “average”.

- Fifteen percent reported that the automated phone system was “difficult” or “very difficult” to use.
- All member types experienced a significant decrease on this measure.

Information provided:

- Sixty-nine percent reported that they “always” or “often” received the information needed compared with 77 percent who felt the same way in the spring 2004 survey.
- Nineteen percent reported that “sometimes” they received the information needed.
- Twelve percent said they “rarely” or “never” received the information needed.
- All member types showed a decrease in satisfaction on this measure; however, the decrease in Medicaid adult satisfaction was not significant.

**Figure 3**  
**Member Satisfaction with Automated Phone System Ease of Use**  
**Spring 2004 – Fall 2004**

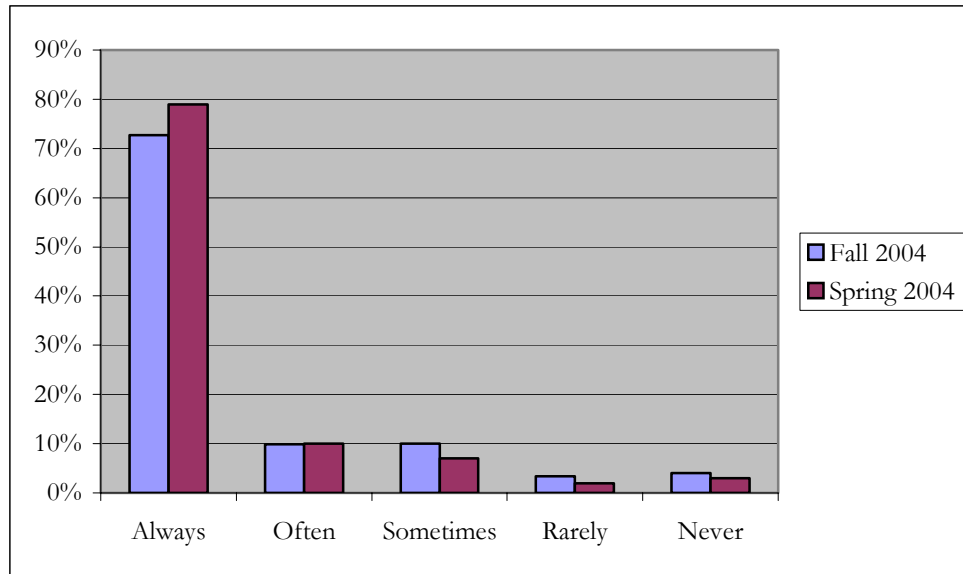


### Customer Service Representative

***Most members (90 percent) tried to speak with a real person; however, members' satisfaction with the information provided declined significantly.***

- Eighty-three percent said the customer service representative “always” or “often” gave the information needed (Figure 4), which is a significant decline from spring 2004 when 89 percent reported this response.
- Only seven percent said the customer service representative “never” or “rarely” gave the information needed.
- While member satisfaction with the information provided by a real person declined across all member types, the decline for Medicaid children was not significant.

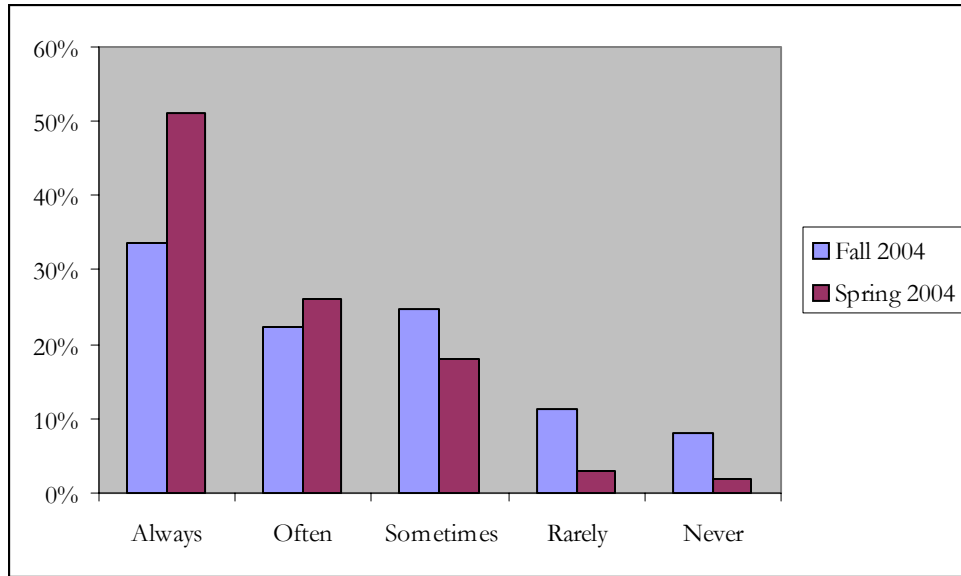
**Figure 4**  
**Member Satisfaction with the Information Received from a Real Person**  
**Spring 2004 – Fall 2004**



***Members’ satisfaction with the time it took for a real person to come on the line significantly declined, and, although member satisfaction with customer service representative courtesy significantly declined, it still remained high.***

- Fifty-six percent said the customer service representative “always” or “often” came on the line quickly (Figure 5). This represents a statistically significant decline in satisfaction over the spring 2004 survey, when 77 percent gave this response.
- Twenty percent said the customer service representative “never” or “rarely” came on the line quickly, compared with five percent in the spring 2004 survey.
- While members’ satisfaction with customer service representative courtesy declined across all member types, the decline was significant only for PeachCare members, and 90 percent of all members still found representatives to be courteous always or often.

**Figure 5**  
**Customer Service Response Time**  
**Spring 2004 – Fall 2004**



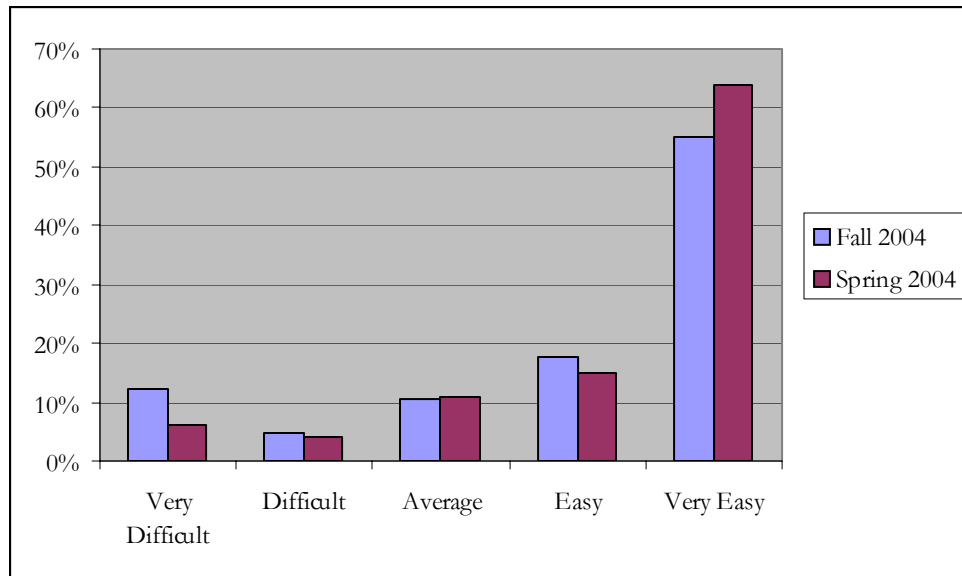
### Services Requested

*Members requested new ID cards at the same rate (43 percent) as spring 2004, and although satisfaction with the speed with which the request was processed declined from spring 2004, the decline was not significant.*

*Members requested information about doctors in their areas at the same rate (39 percent) as spring 2004, but satisfaction with ease in getting information about doctors significantly declined from spring 2004.*

- Of those who requested information, 73 percent reported that it was easy to obtain.
- Members who reported information about doctors being difficult or very difficult to obtain increased from ten percent in spring 2004 to 17 percent in fall 2004 (Figure 6).
- The decline in satisfaction on this measure was significant for both Medicaid adults and PeachCare members, but the measure remained the same for Medicaid children.

**Figure 6**  
**Satisfaction with Ease of Use in Obtaining Information About Doctors**  
**Spring 2004 – Fall 2004**



*There was a slight, non-significant decline in the proportion of members who tried to change their child's doctor (46 percent).*

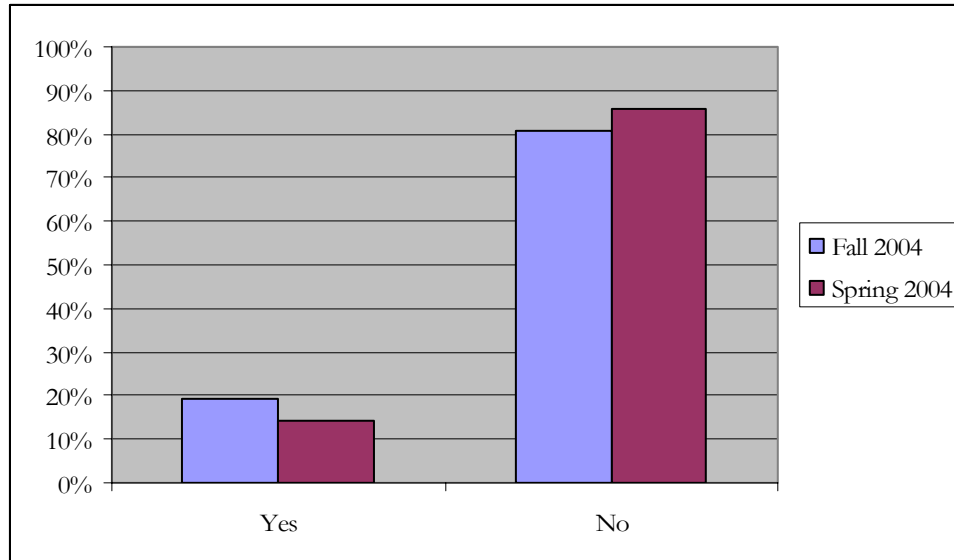
*Of those members who tried to change their child's physician, there was a slight, non-significant decline in satisfaction with ease of changing physicians.*

- Seventy-two percent of members found changing a child's physician to be very easy or easy.
- Sixteen percent found the process to be difficult or very difficult.

## SECTION TWO: GEORGIA HEALTH PARTNERSHIP WEBSITE

*Interest in using the GHP website increased over spring 2004, although not significantly. There was, however, a significant increase in those members who tried to use the GHP website (Figure 7).*

Figure 7  
Member Use of the GHP Website  
Spring 2004 – Fall 2004



*Lack of access to the Internet remains the primary reason for not using the GHP website (56 percent) followed by a preference for speaking with a customer service representative (46 percent).*

*Of the 19 percent of members who used the GHP website, 66 percent found the website very easy or easy to use – a non-significant decrease from the spring 2004 response of 71 percent.*

*There were non-significant decreases in those who felt the website provided the information needed (70 percent vs. 73 percent in spring 2004) and those who used the website to search for information about doctors in the area (59 percent vs. 65 percent in spring 2004).*

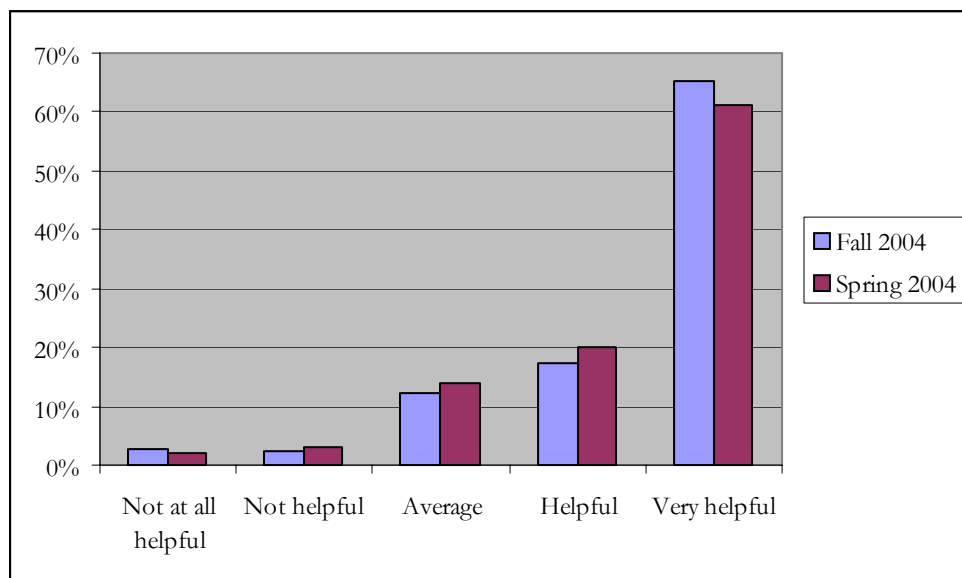
### SECTION THREE: INFORMATIONAL AND REMINDER BROCHURES<sup>5</sup>

*Eighty-one percent of members reported that they always or often read the informational and reminder brochures, which represents a slight improvement from spring 2004 (78 percent).*

- Eleven percent read them “sometimes”.
- Seven percent “rarely” or “never” read them.

*There was a slight improvement in how helpful members found informational and reminder brochures and a similar, slight improvement in the proportion of members who scheduled an appointment as a result of the materials.*

**Figure 10**  
**Helpfulness of Informational and Reminder Brochures**



<sup>5</sup>These questions were asked of parents and guardians of children enrolled in Medicaid and PeachCare for Kids (n=1,001).



## CONCLUSION

Based on the results of this survey, member satisfaction with customer service has slipped compared with spring 2004 results.

Satisfaction with the automated phone system, customer service response time, customer service courtesy, and the information received from customer service all significantly declined, and most of the significant declines were across all member types. The decline in overall customer service satisfaction is driven by a significant decrease in PeachCare satisfaction.

Interest in the GHP website is gradually improving; however, access to the Internet remains the primary reason for not using the website. Significantly more members used the website in this period, and the majority of those who did found the website to be very easy or easy to use. Seventy percent of those who used the site received the information they needed.

It should be noted that because this survey period covers a six-month period from April to September 2004, significant programmatic changes that took place on July 1, 2004 might be indirectly reflected in members' responses to the current survey.

It should also be noted that while there may have been statistically significant declines across many survey questions, satisfaction still remains high along many dimensions. For example, 83 percent of members felt they always or often received the information they needed from customer service representatives. Ninety percent felt that customer service representatives were always or often courteous. Sixty-five percent felt the overall customer service experience was excellent or above average.

## APPENDIX A: MEDICAID ADULT MEMBER TELEPHONE SURVEY

### Introduction

Hi, is \_\_\_\_\_ (name of customer) available?

NO— My name is \_\_\_\_\_ and I'm calling for Medicaid. When would be a better time for me to try to reach \_\_\_\_\_ (name of customer)?

Record date and time \_\_\_\_\_

YES—Good morning/afternoon/evening, my name is \_\_\_\_\_, and I am calling for Medicaid. I would like to ask you a few questions about your experience with Medicaid's customer service. This is a brief survey that should take about five minutes. Your answers will stay confidential. Your participation is voluntary and your answers will help Medicaid serve you better. Let's begin.

### Section I: customer service center experience

*Interviewer: Prompt scale again if needed. Repeat verbiage linked to numeric scale response after respondent provides response. Example: "You said 1, meaning not at all important is that correct?"*

*The first questions are about your experiences with calling the Medicaid customer service number from April 2004 through today. This is the number you call to request a new ID card, to find out about benefits and coverage, to locate a provider in your area, or to change your child's doctor.*

- 1) When you called the customer service center from April 2004 through today, how easy was the automated phone system to use?
  - a) Very Easy
  - b) Easy
  - c) Average
  - d) Difficult
  - e) Very difficult
  - f) Have not used automated system (**SKIP to Q3**)
- 2) When calling the customer service center from April 2004 through today, did the automated phone system give you the information you needed?
  - a) Always
  - b) Often
  - c) Sometimes
  - d) Rarely
  - e) Never
  - f) N/A
- 3) When you called the customer service center from April 2004 through today, did you try to talk to a real person?
  - a) Yes
  - b) No (**SKIP to Q7**)

- 4) Did a real person come on the line quickly?
- a) Always
  - b) Often
  - c) Sometimes
  - d) Rarely
  - e) Never
- 5) Did the real person give you the information you needed?
- a) Always
  - b) Often
  - c) Sometimes
  - d) Rarely
  - e) Never
- 6) Was the real person courteous?
- a) Always
  - b) Often
  - c) Sometimes
  - d) Rarely
  - e) Never
- 7) When calling the customer service center from April 2004 through today, did you ever request a new ID card? That is the plastic card you received after April 1, 2003.
- a) Yes
  - b) No **(SKIP to Q9)**
  - c) Don't know/remember **(SKIP to Q9)**
- 8) Using a scale from 1 to 5, where 1 is not at all quickly and 5 is very quickly, how quickly was your request for a new ID card processed?
- f. Don't know/remember
- 9) When you called customer service from April 2004 through today, did you ask for information about doctors in your area?
- a) Yes
  - b) No **(SKIP to Q11)**
  - c) Don't know/remember **(SKIP to Q11)**
- 10) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to get information about doctors in your area?
- f. Don't know/remember

11) Overall, how would you rate the quality of the customer service you received from April 2004 through today?

- (1) Excellent
- (2) Above average
- (3) Average
- (4) Below average
- (5) Bad

**Section II: new GHP website**

*The Georgia Health Partnership (GHP) website was introduced in October 2003. This website allows members to get information about the Medicaid program and its doctors.*

12) Using a scale from 1 to 5, where 1 is not at all interested and 5 is very interested, how interested are you in using the GHP website in the future?

f. Don't know

13) From April 2004 through today, have you tried to use the GHP website?

- a. Yes **(SKIP to Q15)**
- b. No **(GO to Q14)**
- c. Don't know/remember **(GO to Q14)**

*If they answered no, ask if they would like the web site's address. The website is [www.ghp.georgia.gov](http://www.ghp.georgia.gov).*

14) Why did you not use the GHP website (select all that apply)? *Read responses.*

- a. I do not have access to the Internet
- b. I did not know the GHP website existed
- c. I would rather speak to a customer service representative
- d. I find it difficult to use
- e. I experienced technical difficulty
- f. I need training on the Internet or GHP website
- g. Other (please specify)\_\_\_\_\_

**(GO TO Q18)**

15) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to use the website?

f. Don't know/remember

16) Did the website give you the information you needed?

- a. Yes
- b. No
- c. Don't know/remember

17) Did you search the website for information about doctors in your area?

- a. Yes
- b. No
- c. Don't know/remember

**Section IV: demographic information**

*These last questions are about you.*

18) What is the highest level of school you completed?

- a. Less than high school
- b. High school diploma or GED
- c. Post high school, technical training, or some college
- d. Bachelors degree or higher

19) What is your age?

- a. 18 – 25
- b. 26 – 40
- c. 41 – 65
- d. Over 65

*Thank you for taking the time to complete this survey. Your responses are important and will help Medicaid serve you better.*

*Thanks again and have a great day!*

## APPENDIX B: PEACHCARE FOR KIDS and MEDICAID CHILD MEMBER TELEPHONE SURVEY

### Introduction

Hi, is \_\_\_\_\_ (name of customer) available?

NO— My name is \_\_\_\_\_ and I'm calling for PeachCare for Kids. When would be a better time for me to try to reach \_\_\_\_\_ (name of customer)?

Record date and time \_\_\_\_\_

YES—Good morning/afternoon/evening, my name is \_\_\_\_\_, and I am calling for PeachCare. I would like to ask you a few questions about your experience with PeachCare's customer service. This is a brief survey that should take about five minutes. Your answers will stay confidential. Your participation is voluntary and your answers will help PeachCare serve you better. Let's begin.

### Section I: customer service center experience

*Interviewer: Prompt scale again if needed. Repeat verbiage linked to numeric scale response after respondent provides response. Example: "You said 1, meaning not at all important is that correct?"*

*The first questions are about your experiences with calling the PeachCare customer service number from April 2004 through today. This is the number you call to request a new ID card, to find out about benefits and coverage, to locate a provider in your area, or to change your child's doctor.*

- 1) When you called the customer service center from April 2004 through today, how easy was the automated phone system to use?
  - i. Very Easy
  - ii. Easy
  - iii. Average
  - iv. Difficult
  - v. Very difficult
  - vi. Have not used automated system (**SKIP to Q3**)
- 2) When calling the customer service center from April 2004 through today, did the automated phone system give you the information you needed?
  - g) Always
  - h) Often
  - i) Sometimes
  - j) Rarely
  - k) Never
  - l) N/A
- 3) When you called the customer service center from April 2004 through today, did you try to talk to a real person?
  - c) Yes
  - d) No (**SKIP to Q7**)

- 4) Did a real person come on the line quickly?
- f) Always
  - g) Often
  - h) Sometimes
  - i) Rarely
  - j) Never
- 5) Did the real person give you the information you needed?
- f) Always
  - g) Often
  - h) Sometimes
  - i) Rarely
  - j) Never
- 6) Was the real person courteous?
- f) Always
  - g) Often
  - h) Sometimes
  - i) Rarely
  - j) Never
- 7) When calling the customer service center from April 2004 through today, did you ever request a new ID card? That is the plastic card you received after April 1, 2003.
- d) Yes
  - e) No **(SKIP to Q9)**
  - f) Don't know/remember **(SKIP to Q9)**
- 8) Using a scale from 1 to 5, where 1 is not at all quickly and 5 is very quickly, how quickly was your request for a new ID card processed?
- f. Don't know/remember
- 9) When you called customer service from April 2004 through today, did you ask for information about doctors in your area?
- d) Yes
  - e) No **(SKIP to Q11)**
  - f) Don't know/remember **(SKIP to Q11)**
- 10) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to get information about doctors in your area?
- f) Don't know/remember
- 11) When you called customer service from April 2004 through today, did you try to change your child's doctor?

- a) Yes
  - b) No **(SKIP to Q13)**
  - c) Don't know/remember **(SKIP to Q13)**
- 12) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to change your child's doctor?
- f) Don't know/remember
- 13) Overall, how would you rate the quality of the customer service you received from April 2004 through today?
- 1. Excellent
  - 2. Above average
  - 3. Average
  - 4. Below average
  - 5. Bad

**Section II: new GHP website**

*The Georgia Health Partnership (GHP) website was introduced in October 2003. This website allows members to get information about the PeachCare for Kids program and its doctors.*

- 14) Using a scale from 1 to 5, where 1 is not at all interested and 5 is very interested, how interested are you in using the GHP website in the future?
- f. Don't know
- 15) From April 2004 through today, have you tried to use the GHP website?
- d. Yes **(SKIP to Q17)**
  - e. No **(GO to Q16)**
  - f. Don't know/remember **(GO to Q16)**

*If they answered no, ask if they would like the web site's address. The website is [www.ghp.georgia.gov](http://www.ghp.georgia.gov).*

- 16) Why did you not use the GHP website (select all that apply)? *Read responses.*
- h. I do not have access to the Internet
  - i. I did not know the GHP website existed
  - j. I would rather speak to a customer service representative
  - k. I find it difficult to use
  - l. I experienced technical difficulty
  - m. I need training on the Internet or GHP website
  - n. Other (please specify) \_\_\_\_\_

**(GO TO Q20)**

- 17) Using a scale from 1 to 5, where 1 is very difficult and 5 is very easy, how easy was it to use the website?
- f. Don't know/remember
- 18) Did the website give you the information you needed?



- a. Yes
- b. No
- c. Don't know/remember

19) Did you search the website for information about doctors in your area?

- d. Yes
- e. No
- f. Don't know/remember

**Section III: informational and reminder brochures**

*The next questions ask about the reminders to schedule appointments and the brochures about children's health that you get in the mail from PeachCare.*

20) How often do you read this material?

- a. Always
- b. Often
- c. Sometimes
- d. Rarely
- e. Never **(SKIP to Q23)**

21) Using a scale from 1 to 5, where 1 is not at all helpful and 5 is very helpful, how helpful is this information?

22) Have you scheduled an appointment with your child's doctor or dentist because of these materials?

- a. Yes
- b. No

**Section IV: demographic information**

*These last questions are about you.*

23) What is the highest level of school you completed?

- e. Less than high school
- f. High school diploma or GED
- g. Post high school, technical training, or some college
- h. Bachelors degree or higher

24) What is your age?

- e. 18 – 25
- f. 26 – 40
- g. 41 – 65
- h. Over 65

*Thank you for taking the time to complete this survey. Your responses are important and will help PeachCare serve you better. Thanks again and have a great day!*

## **APPENDIX C**

**Table 1 - Frequencies, Percentages, and Statistically Significant Differences Across Survey Rounds**

	All Member Types				Medicaid Adult				Medicaid Child				PeachCare			
	Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
1) How easy was the automated phone system to use?																
1 - Very Easy	365	26%	513	37%	132	28%	168	35%	125	26%	160	34%	108	23%	185	41%
2 - Easy	549	38%	549	39%	179	38%	174	36%	193	40%	202	44%	177	38%	173	38%
3 - Average	303	21%	238	17%	85	18%	87	18%	96	20%	77	17%	122	26%	74	16%
4 - Difficult	126	9%	69	5%	47	10%	35	7%	43	9%	21	5%	36	8%	13	3%
5 - Very Difficult	83	6%	22	2%	32	7%	13	3%	23	5%	4	1%	28	6%	5	1%
Difference, Significance	(-)*				(-)*				(-)*				(-)*			
2) Did the automated phone system give you the information you needed?																
1 - Always	744	53%	805	59%	253	55%	260	55%	270	57%	302	66%	221	47%	243	56%
2 - Often	226	16%	249	18%	70	15%	86	18%	67	14%	68	15%	89	19%	95	22%
3 - Sometimes	272	19%	213	16%	92	20%	87	18%	83	18%	58	13%	97	21%	68	16%
4 - Rarely	81	6%	47	3%	20	4%	21	4%	25	5%	13	3%	36	8%	13	3%
5 - Never	79	6%	51	4%	26	6%	18	4%	27	6%	17	4%	26	6%	16	4%
Difference, Significance	(-)*				(-)				(-)*				(-)*			
3) Did you try to talk to a real person?																
1 - Yes	1339	90%	1345	91%	438	89%	428	88%	444	89%	446	90%	457	92%	471	95%
2 - No	147	10%	136	9%	52	11%	61	12%	54	11%	48	10%	41	8%	27	5%
Difference, Significance	(-)				(+) )				(-)				(-)			
4) Did a real person come on the line quickly?																
1 - Always	444	34%	669	51%	142	33%	218	52%	163	37%	228	51%	139	34%	223	49%
2 - Often	293	22%	347	26%	86	20%	92	22%	85	20%	117	26%	122	22%	138	30%
3 - Sometimes	326	25%	237	18%	119	28%	82	20%	116	27%	76	17%	91	25%	79	17%
4 - Rarely	148	11%	41	3%	56	13%	16	4%	33	8%	13	3%	59	11%	12	3%
5 - Never	107	8%	28	2%	27	6%	12	3%	38	9%	9	2%	42	8%	7	2%
Difference, Significance	(-)*				(-)*				(-)*				(-)*			
5) Did the real person give you the information you needed?																
1 - Always	961	73%	1053	79%	296	69%	320	75%	335	77%	358	80%	330	73%	375	80%
2 - Often	131	10%	129	10%	51	12%	50	12%	31	7%	38	9%	49	11%	41	9%
3 - Sometimes	132	10%	93	7%	44	10%	32	7%	50	11%	30	7%	38	8%	31	7%
4 - Rarely	45	3%	29	2%	18	4%	10	2%	8	2%	8	2%	19	4%	11	2%
5 - Never	53	4%	36	3%	21	5%	16	4%	13	3%	12	3%	19	4%	8	2%
Difference, Significance	(-)*				(-)*				(-)				(-)*			

Table 1 - Continued

	All Member Types				Medicaid Adult				Medicaid Child				PeachCare			
	Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
6) Was the real person courteous?																
1 - Always	1076	82%	1152	86%	345	81%	363	85%	367	84%	387	87%	364	80%	402	86%
2 - Often	103	8%	93	7%	38	9%	28	7%	26	6%	31	7%	39	9%	34	7%
3 - Sometimes	102	8%	67	5%	32	7%	27	6%	34	8%	19	4%	36	8%	21	5%
4 - Rarely	12	1%	14	1%	5	1%	3	1%	1	0%	5	1%	6	1%	6	1%
5 - Never	25	2%	13	1%	8	2%	6	1%	9	2%	4	1%	8	2%	3	1%
Difference, Significance	(-)*				(-)				(-)				(-)*			
7) Did you ever request a new ID card?																
1 - Yes	633	43%	634	43%	183	37%	196	40%	226	46%	237	48%	224	46%	201	41%
2 - No	842	57%	843	57%	307	63%	298	60%	268	54%	254	52%	267	54%	291	59%
Difference, Significance	(tie)				(-)				(-)				(+) )			
8) How quickly was your request for a new ID card processed?																
1 - Very Slowly	85	14%	58	9%	16	9%	20	11%	40	18%	20	9%	29	13%	18	9%
2 - Slowly	26	4%	31	5%	10	6%	7	4%	5	2%	13	6%	11	5%	11	6%
3 - Average	87	14%	78	13%	22	13%	22	12%	29	13%	29	13%	36	16%	27	14%
4 - Quickly	122	20%	137	22%	39	22%	35	19%	33	15%	59	25%	50	23%	43	22%
5 - Very Quickly	298	48%	314	51%	87	50%	105	56%	115	52%	111	48%	96	43%	98	50%
Difference, Significance	(-)				(-)				(-)				(-)			
9) Did you ask for information about doctors in your area?																
1 - Yes	576	39%	575	39%	193	39%	192	39%	182	37%	178	36%	201	40%	205	41%
2 - No	910	61%	915	61%	298	61%	306	61%	316	63%	318	64%	296	60%	291	59%
Difference, Significance	(+) )				(+) )				(+) )				(-)			
10) How easy was it to get information about doctors in your area?																
1 - Very Difficult	69	12%	35	6%	28	15%	14	7%	15	8%	10	6%	26	13%	11	5%
2 - Difficult	27	5%	25	4%	9	5%	9	5%	3	2%	9	5%	15	8%	7	3%
3 - Average	60	11%	60	11%	20	10%	18	10%	18	10%	19	11%	22	11%	23	11%
4 - Easy	100	18%	85	15%	27	14%	22	12%	35	19%	33	19%	38	19%	30	15%
5 - Very Easy	315	55%	363	64%	107	56%	126	67%	109	61%	106	60%	99	50%	131	65%
Difference, Significance	(-)*				(-)*				(tie )				(-)*			
11) Did you try to change your child's doctor?																
1 - Yes	458	46%	475	48%					228	46%	249	50%	230	46%	226	46%
2 - No	534	54%	518	52%					267	54%	248	50%	267	54%	270	54%
Difference, Significance	(-)								(-)				(+) )			

Table 1 - Continued

	All Member Types				Medicaid Adult				Medicaid Child				PeachCare			
	Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
12) How easy was it to change your child's doctor?																
1 - Very Difficult	56	12%	52	11%					23	10%	25	10%	33	14%	27	12%
2 - Difficult	20	4%	17	4%					6	3%	9	4%	14	6%	8	4%
3 - Average	50	11%	50	11%					20	9%	25	10%	30	13%	25	11%
4 - Easy	56	12%	70	15%					31	14%	42	17%	25	11%	28	13%
5 - Very Easy	273	60%	278	60%					146	65%	143	59%	127	55%	135	61%
Difference, Significance	(-)								(+)				(-)			
13) Overall, how would you rate the quality of the customer service you received?																
1 - Excellent	649	44%	742	50%	213	44%	246	49%	230	47%	238	48%	206	41%	258	52%
2 - Above Average	310	21%	314	21%	96	20%	87	17%	95	19%	101	20%	119	24%	126	25%
3 - Average	413	28%	377	25%	142	29%	141	28%	140	28%	137	28%	131	26%	99	20%
4 - Below Average	62	4%	36	2%	22	4%	12	2%	18	4%	13	3%	22	4%	11	2%
5 - Bad	46	3%	20	1%	16	3%	12	2%	11	2%	4	1%	19	4%	4	1%
Difference, Significance	(-)*				(-)				(-)				(-)*			
14) How interested are you in using the GHP website in the future?																
1 - Very Disinterested	378	26%	406	28%	166	35%	159	34%	116	24%	130	27%	96	20%	117	24%
2 - Disinterested	63	4%	57	4%	21	4%	14	3%	16	3%	26	5%	26	5%	17	3%
3 - Average	200	14%	205	14%	55	12%	52	11%	67	14%	74	15%	78	16%	79	16%
4 - Interested	193	13%	182	13%	58	12%	45	10%	72	15%	75	15%	63	13%	62	13%
5 - Very Interested	613	42%	603	42%	176	37%	202	43%	219	45%	181	37%	218	45%	220	44%
Difference, Significance	(+)				(-)				(+)*				(+)			
15) Have you tried to use the GHP website?																
1 - Yes	286	19%	202	14%	53	11%	46	9%	80	16%	51	10%	153	31%	105	21%
2 - No	1201	81%	1293	86%	441	89%	453	91%	419	84%	448	90%	341	69%	392	79%
Difference, Significance	(+)*				(+)				(+)*				(+)*			

Table 1 - Continued

	All Member Types				Medicaid Adult				Medicaid Child				PeachCare			
	Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
16) Why did you not use the GHP website?																
1 - Do not have access to the internet	681	56%	662	51%	283	63%	287	63%	238	57%	241	54%	160	46%	134	34%
2 - Did not know the GHP website existed	476	39%	507	39%	161	36%	171	38%	186	44%	164	37%	129	37%	172	44%
3 - Would rather speak to customer service representative	564	46%	486	37%	247	55%	163	36%	164	39%	162	36%	153	44%	161	41%
4 - Find it difficult to use	131	11%	53	4%	75	17%	27	6%	31	7%	16	4%	25	7%	10	3%
5 - Experienced technical difficulty	63	5%	29	2%	34	8%	12	3%	13	3%	11	2%	16	5%	6	2%
6 - Need training on the internet or the GHP website	159	13%	164	13%	96	21%	82	18%	40	10%	53	12%	23	7%	29	7%
17) How easy was it to use the website?																
1 - Very Difficult	17	6%	17	9%	4	8%	3	7%	3	4%	4	8%	10	7%	10	10%
2 - Difficult	21	8%	6	3%	0	0%	0	0%	3	4%	3	6%	18	12%	3	3%
3 - Average	56	20%	34	17%	9	18%	5	11%	16	21%	8	16%	31	21%	21	21%
4 - Easy	66	24%	38	19%	10	20%	5	11%	24	31%	11	22%	32	21%	22	21%
5 - Very Easy	117	42%	104	52%	28	55%	33	72%	31	40%	24	48%	58	39%	47	46%
Difference, Significance	(-)				(-)				(-)				(-)			
18) Did the website give you the information you needed?																
1 - Yes	194	70%	144	73%	38	75%	36	78%	59	77%	36	73%	97	65%	72	70%
2 - No	83	30%	54	27%	13	25%	10	22%	18	23%	13	27%	52	35%	31	30%
Difference, Significance	(-)				(-)				(+)				(-)			
19) Did you search the website for information about doctors in your area?																
1 - Yes	165	59%	130	65%	34	68%	29	64%	46	58%	34	69%	85	57%	67	64%
2 - No	114	41%	69	35%	16	32%	16	36%	33	42%	15	31%	65	43%	38	36%
Difference, Significance	(-)				(+)				(-)				(-)			

Table 1 - Continued

	All Member Types				Medicaid Adult				Medicaid Child				PeachCare																					
	Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004		Fall 2004		Spring 2004																			
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent																		
20) How often do you read this material?																																		
1 - Always	682	70%	647	66%					333	68%	302	62%	349	71%	345	70%																		
2 - Often	112	11%	114	12%					61	13%	64	13%	51	10%	50	10%																		
3 - Sometimes	111	11%	129	13%					59	12%	72	15%	52	11%	57	12%																		
4 - Rarely	22	2%	24	2%					9	2%	11	2%	13	3%	13	3%																		
5 - Never	49	5%	63	6%					25	5%	35	7%	24	5%	28	6%																		
Difference, Significance	(+)								(+)*				(+)																					
21) How helpful is this information?																																		
1 - Not at all helpful	26	3%	21	2%					14	3%	9	2%	12	3%	12	3%																		
2 - Not helpful	21	2%	26	3%					8	2%	7	2%	13	3%	19	4%																		
3 - Average	115	12%	126	14%					53	11%	63	14%	62	13%	63	14%																		
4 - Helpful	160	17%	178	20%					65	14%	91	20%	95	20%	87	19%																		
5 - Very helpful	606	65%	560	61%					324	70%	279	62%	282	61%	281	61%																		
Difference, Significance	(+)								(+)*				(+)																					
22) Have you scheduled an appointment with your child's doctor or dentist because of these materials?																																		
1 - Yes	523	57%	491	54%					260	57%	231	52%	263	57%	260	56%																		
2 - No	399	43%	418	46%					200	43%	215	48%	199	43%	203	44%																		
Difference, Significance	(+)								(+)				(+)																					
23) What is the highest level of school you completed?																																		
1 - Less than high school	404	27%	410	28%	178				37%	208				42%	141				28%	132				27%	85				17%	70				14%
2 - High School Diploma or GED	546	37%	572	39%	174				36%	178				36%	202				41%	203				41%	170				35%	191				39%
3 - Post high school, technical training, or some	410	28%	395	27%	117				24%	90				18%	115				23%	125				25%	178				36%	180				37%
4 - Bachelors degree or higher	114	8%	105	7%	18				4%	21				4%	39				8%	35				7%	57				12%	49				10%
Difference, Significance	(+)				(+)*								(-)				(tie)																	
24) What is your age?																																		
1 - 18 to 25	252	17%	236	16%	86				18%	71				14%	108				22%	116				23%	58				12%	49				10%
2 - 26 to 40	688	47%	731	49%	123				25%	133				27%	276				56%	281				57%	289				59%	317				65%
3 - 41 to 65	480	32%	445	30%	234				48%	234				47%	108				22%	90				18%	138				28%	121				25%
4 - Over 65	57	4%	67	5%	47				10%	56				11%	5				1%	8				2%	5				1%	3				1%
Difference, Significance	(+)				(-)								(+)				(+)																	

## **APPENDIX D**

### **Comparison of Spring 2004 & Fall 2004 Responses to Likert Scaled Questions**



**Table 2 - Comparison of Fall 2004 and Spring 2004 Responses to Likert Scale Questions**

	Fall 2004		Spring 2004		
	Mean Score	Standard Error	Mean Score	Standard Error	Significant Diff.
<b>1) How easy was the automated phone system to use?</b>					
Overall	2.31	0.030	1.95	0.025	*
Medicaid Adult	2.30	0.054	2.06	0.047	*
Medicaid Child	2.26	0.050	1.94	0.041	*
PeachCare	2.36	0.051	1.84	0.041	*
<b>2) Did the automated phone system give you the information you needed?</b>					
Overall	1.95	0.032	1.75	0.029	*
Medicaid Adult	1.91	0.056	1.84	0.051	
Medicaid Child	1.88	0.056	1.64	0.049	*
PeachCare	2.06	0.056	1.77	0.051	*
<b>4) Did a real person come on the line quickly?</b>					
Overall	2.38	0.035	1.80	0.027	*
Medicaid Adult	2.40	0.060	1.84	0.051	*
Medicaid Child	2.31	0.061	1.78	0.046	*
PeachCare	2.43	0.061	1.78	0.043	*
<b>5) Did the real person give you the information you needed?</b>					
Overall	1.56	0.029	1.41	0.025	*
Medicaid Adult	1.64	0.054	1.49	0.048	*
Medicaid Child	1.47	0.047	1.38	0.042	
PeachCare	1.57	0.051	1.36	0.039	*
<b>6) Was the real person courteous?</b>					
Overall	1.34	0.022	1.24	0.019	*
Medicaid Adult	1.35	0.040	1.27	0.035	
Medicaid Child	1.30	0.038	1.22	0.031	
PeachCare	1.36	0.039	1.23	0.030	*
<b>8) How quickly was your request for a new ID card processed?</b>					
Overall	2.16	0.057	2.00	0.052	
Medicaid Adult	2.02	0.099	1.95	0.097	
Medicaid Child	2.20	0.102	2.02	0.083	
PeachCare	2.22	0.093	2.03	0.093	
<b>10) How easy was it to get information about doctors in your area?</b>					
Overall	2.01	0.058	1.74	0.050	*
Medicaid Adult	2.08	0.107	1.75	0.091	*
Medicaid Child	1.78	0.091	1.78	0.088	
PeachCare	2.16	0.102	1.70	0.080	*
<b>12) How easy was it to change your child's doctor?</b>					
Overall	1.97	0.066	1.92	0.063	
Medicaid Child	1.80	0.087	1.90	0.085	
PeachCare	2.13	0.098	1.94	0.094	

Table 2 - Continued

	Fall 2004		Spring 2004		Significant Diff.
	Mean Score	Standard Error	Mean Score	Standard Error	
13) Overall, how would you rate the quality of the customer service you received?					
Overall	2.02	0.028	1.84	0.025	*
Medicaid Adult	2.04	0.050	1.91	0.047	
Medicaid Child	1.96	0.047	1.87	0.043	
PeachCare	2.05	0.049	1.75	0.040	*
14) How interested are you in using the GHP website in the future?					
Overall	2.59	0.044	2.64	0.044	
Medicaid Adult	2.88	0.080	2.75	0.081	
Medicaid Child	2.47	0.073	2.69	0.074	*
PeachCare	2.42	0.072	2.49	0.073	
17) How easy was it to use the website?					
Overall	2.12	0.073	1.96	0.089	
Medicaid Adult	1.86	0.168	1.59	0.166	
Medicaid Child	2.00	0.121	2.04	0.181	
PeachCare	2.26	0.104	2.10	0.127	
20) How often do you read this material?					
Overall	1.61	0.035	1.71	0.038	
Medicaid Child	1.63	0.050	1.79	0.055	*
PeachCare	1.59	0.050	1.64	0.051	
21) How helpful is this information?					
Overall	1.60	0.032	1.65	0.032	
Medicaid Child	1.54	0.045	1.61	0.044	*
PeachCare	1.66	0.046	1.69	0.048	
23) What is the highest level of school you completed?					
Overall	2.16	0.024	2.13	0.023	
Medicaid Adult	1.95	0.039	1.85	0.390	*
Medicaid Child	2.10	0.041	2.13	0.040	
PeachCare	2.42	0.041	2.42	0.039	
24) What is your age?					
Overall	2.23	0.020	2.23	0.020	
Medicaid Adult	2.49	0.040	2.56	0.039	
Medicaid Child	2.02	0.031	1.98	0.031	
PeachCare	2.18	0.029	2.16	0.027	

\* Questions 8, 10, 12, 14, 17, 21 have been reversed in order to keep the numbering consistent with the rest of questions. Overall, lower score indicate better result.

## **APPENDIX E**

### **Comparison of Responses to Fall 2004 Member Survey by Member Type**

**Table 3 - Comparison of Responses to Fall 2004 Member Survey By Member Type**

			Significant Difference From Medicaid Adult	Significant Difference From Medicaid Child	Significant Difference From PeachCare
Member Type	Mean	SE			
<b>1) How easy was the automated phone system to use?</b>					
Medicaid Adult	2.30	0.054			
Medicaid Child	2.26	0.050			
PeachCare	2.36	0.051			
<b>2) Did the automated phone system give you the information you needed?</b>					
Medicaid Adult	1.91	0.056			*
Medicaid Child	1.88	0.056			*
PeachCare	2.06	0.056			
<b>3) Did you try to talk to a real person?</b>					
Medicaid Adult	1.11	0.014			
Medicaid Child	1.11	0.014			
PeachCare	1.08	0.012			
<b>4) Did a real person come on the line quickly?</b>					
Medicaid Adult	2.40	0.060			
Medicaid Child	2.31	0.061			
PeachCare	2.43	0.061			
<b>5) Did the real person give you the information you needed?</b>					
Medicaid Adult	1.64	0.054		*	
Medicaid Child	1.47	0.047			
PeachCare	1.57	0.051			
<b>6) Was the real person courteous?</b>					
Medicaid Adult	1.35	0.040			
Medicaid Child	1.30	0.038			
PeachCare	1.36	0.039			
<b>7) Did you ever request a new ID card?</b>					
Medicaid Adult	1.63	0.022		*	*
Medicaid Child	1.54	0.022			
PeachCare	1.54	0.023			
<b>8) How quickly was your request for a new ID card processed?</b>					
Medicaid Adult	2.02	0.099			
Medicaid Child	2.20	0.102			
PeachCare	2.22	0.093			
<b>9) Did you ask for information about doctors in your area?</b>					
Medicaid Adult	1.61	0.022			
Medicaid Child	1.63	0.022			
PeachCare	1.60	0.022			

**Table 3 - Continued**

			Significant Difference From Medicaid Adult	Significant Difference From Medicaid Child	Significant Difference From PeachCare
Member Type	Mean	SE			
<b>10) How easy was it to get information about doctors in your area?</b>					
Medicaid Adult	2.08	0.107			
Medicaid Child	1.78	0.091			*
PeachCare	2.16	0.102			
<b>11) Did you try to change your child's doctor?</b>					
Medicaid Child	1.54	0.022			
PeachCare	1.54	0.022			
<b>12) How easy was it to change your child's doctor?</b>					
Medicaid Child	1.80	0.087			*
PeachCare	2.13	0.098			
<b>13) Overall, how would you rate the quality of the customer service you received?</b>					
Medicaid Adult	2.04	0.050			
Medicaid Child	1.96	0.047			
PeachCare	2.05	0.049			
<b>14) How interested are you in using the GHP website in the future?</b>					
Medicaid Adult	2.88	0.080		*	*
Medicaid Child	2.47	0.073			
PeachCare	2.42	0.072			
<b>15) Have you tried to use the GHP website?</b>					
Medicaid Adult	1.89	0.014		*	*
Medicaid Child	1.84	0.016			*
PeachCare	1.69	0.021			
<b>17) How easy was it to use the website?</b>					
Medicaid Adult	1.86	0.168			*
Medicaid Child	2.00	0.121			
PeachCare	2.26	0.104			
<b>18) Did the website give you the information you needed?</b>					
Medicaid Adult	1.25	0.062			
Medicaid Child	1.23	0.049			
PeachCare	1.35	0.039			
<b>19) Did you search the website for information about doctors in your area?</b>					
Medicaid Adult	1.32	0.067			
Medicaid Child	1.42	0.056			
PeachCare	1.43	0.041			
<b>20) How often do you read this material?</b>					
Medicaid Child	1.63	0.050			
PeachCare	1.59	0.050			

**Table 3 - Continued**

			Significant Difference From Medicaid Adult	Significant Difference From Medicaid Child	Significant Difference From PeachCare
Member Type	Mean	SE			
<b>21) How helpful is this information?</b>					
Medicaid Child	1.54	0.045			*
PeachCare	1.66	0.046			
<b>22) Have you scheduled an appointment with your child's doctor or dentist because of these materials?</b>					
Medicaid Child	1.43	0.023			
PeachCare	1.43	0.023			
<b>23) What is the highest level of school you completed?</b>					
Medicaid Adult	1.95	0.039		*	*
Medicaid Child	2.10	0.041			*
PeachCare	2.42	0.041			
<b>24) What is your age?</b>					
Medicaid Adult	2.49	0.040		*	*
Medicaid Child	2.02	0.031			*
PeachCare	2.18	0.029			

\* Questions 8, 10, 12, 14, 17, 21 have been reversed in order to keep the numbering consistent with the rest of questions. Overall, lower score indicate better result.

## **APPENDIX F**

### **Responses to Website Questions by Education Level**

**Table 4 - Responses to Website Questions By Education Level (Fall 2004)**

	Less than High School		High School Diploma		Post High School		Bachelors Degree	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>14) How interested are you in using the GHP website in the future?</b>								
Very Disinterested	131	34%	159	30%	67	17%	11	10%
Disinterested	21	5%	15	3%	19	5%	7	6%
Average	44	11%	71	13%	63	16%	19	17%
Interested	42	11%	63	12%	65	16%	21	19%
Very Interested	147	38%	223	42%	187	47%	53	48%
<b>15) Have you tried to use the GHP website?</b>								
Yes	28	7%	93	17%	116	29%	46	40%
No	372	93%	453	83%	291	71%	68	60%
<b>16) Why did you not use the GHP Website?</b>								
Do not have access to the Internet								
Yes	265	70%	275	61%	109	37%	24	35%
No	111	30%	178	39%	185	63%	44	65%
Did not know the GHP website existed								
Yes	134	36%	181	40%	125	43%	32	47%
No	242	64%	272	60%	169	57%	36	53%
Would rather speak to a customer service representative								
Yes	178	47%	201	44%	148	50%	26	38%
No	198	53%	252	56%	146	50%	42	62%
Find it difficult to use								
Yes	68	18%	42	9%	17	6%	2	3%
No	308	82%	411	91%	277	94%	66	97%
Experienced technical difficulty								
Yes	25	7%	25	6%	11	4%	2	3%
No	351	93%	428	94%	283	96%	66	97%



**Table 4 - Continued**

	Less than High School		High School Diploma		Post High School		Bachelors Degree	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Need training on the Internet or the GHP website								
Yes	74	20%	62	14%	20	7%	2	3%
No	302	80%	391	86%	274	93%	66	97%
<b>17) How easy was it to use the website?</b>								
Very Difficult	0	0%	6	7%	8	7%	3	7%
Difficult	0	0%	2	2%	14	12%	5	11%
Average	5	19%	13	14%	28	25%	10	23%
Easy	4	15%	24	26%	27	24%	11	25%
Very Easy	17	65%	47	51%	36	32%	15	34%
<b>18) Did the website give you the information you needed?</b>								
Yes	22	81%	75	82%	68	61%	27	61%
No	5	19%	17	18%	43	39%	17	39%
<b>19) Did you search the website for information about doctors in your area?</b>								
Yes	17	65%	49	54%	70	60%	28	64%
No	9	35%	42	46%	46	40%	16	36%

## **APPENDIX G**

### **Responses to Website Questions by Age Group**

**Table 5 - Responses to Website Questions By Age Group (Fall 2004)**

	18 to 25		26 to 40		41 to 65		Over 65	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<b>14) How interested are you in using the GHP website in the future?</b>								
Very Disinterested	61	25%	133	20%	153	33%	25	45%
Disinterested	14	6%	30	4%	13	3%	5	9%
Average	42	17%	97	14%	54	12%	4	7%
Interested	40	16%	88	13%	56	12%	6	11%
Very Interested	89	36%	321	48%	184	40%	15	27%
<b>15) Have you tried to use the GHP website?</b>								
Yes	38	15%	155	23%	86	18%	3	5%
No	211	85%	531	77%	391	82%	54	95%
<b>16) Why did you not use the GHP Website?</b>								
Do not have access to the Internet								
Yes	120	56%	277	52%	240	61%	37	69%
No	94	44%	256	48%	154	39%	17	31%
Did not know the GHP website existed								
Yes	76	36%	224	42%	155	39%	18	33%
No	138	64%	309	58%	239	61%	36	67%
Would rather speak to a customer service representative								
Yes	94	44%	219	41%	216	55%	30	56%
No	120	56%	314	59%	178	45%	24	44%
Find it difficult to use								
Yes	9	4%	45	8%	62	16%	14	26%
No	205	96%	488	92%	332	84%	40	74%
Experienced technical difficulty								
Yes	6	3%	25	5%	28	7%	4	7%
No	208	97%	508	95%	366	93%	50	93%

**Table 5 - Continued**

	18 to 25		26 to 40		41 to 65		Over 65	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Need training on the Internet or the GHP website								
Yes	14	7%	47	9%	83	21%	15	28%
No	200	93%	486	91%	311	79%	39	72%
<b>17) How easy was it to use the website?</b>								
Very Difficult	2	5%	7	5%	8	10%	0	0%
Difficult	2	5%	7	5%	12	15%	0	0%
Average	9	24%	24	16%	21	26%	1	33%
Easy	12	32%	40	26%	14	17%	0	0%
Very Easy	13	34%	73	48%	27	33%	2	67%
<b>18) Did the website give you the information you needed?</b>								
Yes	27	73%	111	73%	52	64%	2	67%
No	10	27%	41	27%	29	36%	1	33%
<b>19) Did you search the website for information about doctors in your area?</b>								
Yes	23	61%	89	58%	50	61%	1	33%
No	15	39%	64	42%	32	39%	2	67%